

A FULL Chorus Game: *It Takes a Village*

Membership Marketing for choruses

2017 Region 16 Fall Music School - Sue Melyin

Why should it be a Full Chorus Game?

- ▶ Members: #1 Marketing resource
- ▶ Not realistic for Membership Chair to do it alone
- ▶ Leaving it all to a committee unintentionally diffuses importance
- ▶ Many hands make lighter work - Each member takes a small piece of the associated work that goes with a successful Membership Growth effort.
- ▶ More prospect leads! - Enlist the entire chorus in recruitment of prospective members. It's more meaningful, and we get more buy-in when we do it together!
- ▶ ALL-IN is the only thing that truly works

Establishing a Marketing Culture

- ▶ The #1 marketing and public relations force for all businesses, including a non-profit organization like Sweet Adelines, is its *people*. (US!)
- ▶ HOW do we establish a marketing culture?
 - ▶ Empowerment
 - ▶ Make it a priority
 - ▶ Have a plan
 - ▶ Buy-in from everyone
 - ▶ Budget for it, however small
 - ▶ Teamwork
 - ▶ *Guerilla Marketing* (Innovative, unconventional, and low-cost marketing techniques aimed at obtaining maximum exposure.)



Establishing a Marketing Culture

Prerequisite to a Marketing Culture is establishing who your chorus is and what your Core Values are.



Establishing a Marketing Culture

“A culture of marketing comes from first understanding with perfect clarity what you do that is remarkable and then driving that through every function in the (organization.) Do that, & marketing will naturally become everyone’s job.”

--*John Jantsch (marketing consultant & author)*

How are WE remarkable?

remarkable

[worthy of being noticed, especially as being uncommon or extraordinary]

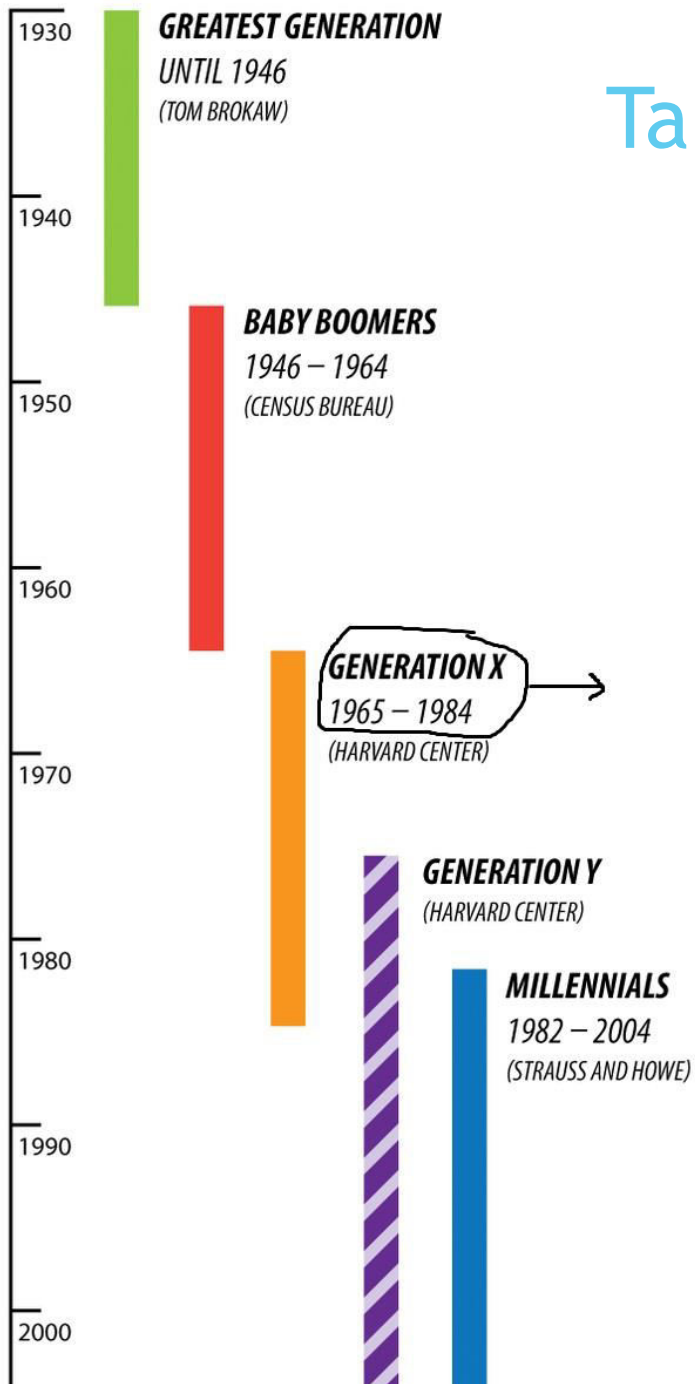
Target Audience

- ▶ Women
- ▶ Discretionary income
- ▶ Singing ability
- ▶ In a position in their lives to do something for themselves
- ▶ Age group

Target Audience - Learn about them

- WHO their target audience is
- WHAT they like: Their buying and living habits
- WHERE do they go when their not at work?
- HOW to tailor what we have to sell and get them to bite.

Target Audience - *Generation X*



- ▶ “Latch-Key Generation”: Independent, self-reliant
- ▶ They’re Geeks (tech-savy.) c Gen-X is the greatest entrepreneurial generation in U.S. history.
- ▶ Younger generations have shorter attention spans. Engage them quickly, let them see how they can make a difference, connect things they care about.
- ▶ Gen-Xers are smart
- ▶ Short and to the point messages
- ▶ Real world settings with relatable situations
- ▶ Balance with family and work is important.
- ▶ Make their time worthwhile
- ▶ When joining an organization, they value leadership and personal development opportunities
- ▶ They value Diversity

Target Audience - *Generation X*

- ▶ They volunteer more than any other generation!



- ▶ Many Generation X-ers also have disposable income (\$ left over after all the bills are paid)

Target Audience - Where to find 'em

Where are the places we are most likely to find these women?

- ▶ Professional organizations
- ▶ Women's charitable organizations
- ▶ Drama clubs/acting troupes
- ▶ Church choirs
- ▶ Shopping
- ▶ Daycares
- ▶ Women's events
- ▶ Other?

Target Audience - *Communicating with Gen. X*

Where do they get their news? What do they read?

- ▶ Social Media (Facebook, etc.)
- ▶ Almost always mobile (news apps, other apps)
- ▶ Some TV

Marketing Methods

- ▶ Social Media
- ▶ Advertising / Media Outlets
- ▶ Internet Event Calendars
- ▶ Chorus Website
- ▶ Collaborations
- ▶ Public Performances
- ▶ Word of Mouth (Members as Ambassadors)

Social Media - *Facebook*

- ▶ Immediacy
- ▶ Wide reach
- ▶ Create events, polls, invitations, and advertisements
- ▶ Post photos of us doing fun things (but get permission where necessary)
- ▶ Short promo videos work well (such as of a performance, getting ready for contest, etc.)
- ▶ Easy for members, friends and fans to share posts and events* to broaden the reach
- ▶ Train all members how to share posts and events with their Facebook friends!
- ▶ Ask your Facebook friends to likewise share



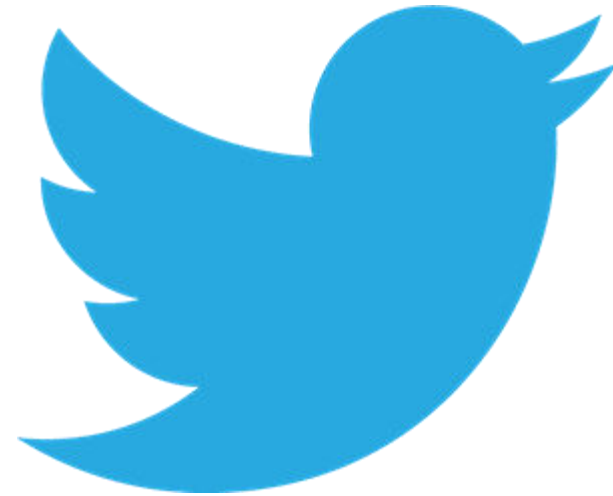
Social Media - *Instagram*

- ▶ Younger users
- ▶ Quick
- ▶ Simple
- ▶ Geared to mobile users
- ▶ More photo options
- ▶ Short promo videos
- ▶ Connect with supporters and prospective members through photos of members and/or audience doing fun and different activities.
- ▶ Assign a young member to manage your Instagram account.



Social Media - *Twitter*

- ▶ Short and sweet 'bursts' of info
- ▶ Creates a "buzz" about current chapter events
- ▶ Can create a following to spread interest
- ▶ Immediacy
- ▶ Targets a younger demographic
- ▶ Can drive traffic to your website
- ▶ Strive for your short, interesting content so people 're-tweet' your post



Social Media - *MeetUp*

Benefits:

- ▶ Increase visibility
- ▶ Attract target audience
- ▶ Networking
- ▶ Easy emailing of your MeetUp members and automated reminders
- ▶ Ability for multiple MeetUp events within a single MeetUp account
- ▶ Free for MeetUp Group attendees

For success:

- ▶ Create events often
- ▶ Increase traffic by having chorus members post often and write short testimonials
- ▶ Post photos of the chorus and individual members having a great time
- ▶ Have a great group description (not too long, interesting, fun, etc.
- ▶ Consider using the term “Acappella” vs. “Barbershop



Media Outlets

- ▶ Community newspapers
- ▶ Radio
- ▶ Local TV
- ▶ Cable access stations
- ▶ Special interest stories

Media Outlets - Community Newspapers

- ▶ Free or inexpensive
- ▶ Community reach
- ▶ Works well in rural areas and suburbs



Media Outlets - Radio & TV

- ▶ Have a hook
 - ▶ Donate a Singing Telegram
 - ▶ Collaborate with a charity
 - ▶ Deliver a Singing Valentine to DJ/Anchor
- ▶ List on their calendar of events
- ▶ Find someone who works there
- ▶ Involve a TV or Radio celebrity in your project
- ▶ Send Press Releases & follow-up



Media Outlets - Local Cable Access

- ▶ Leverage their community calendar
- ▶ Broadcast your show or a performance and put a membership plug in the video (intro screen, credits and verbally in the middle)
- ▶ Broaden your audience



Medical Waiting Room TV Ads

Does your Doctor or Dentist have a TV in their waiting room with canned programming?

Ask about a chorus ad!!!



Media Outlets - Special Interest Stories

- ▶ Have a community or other hook
- ▶ Send Press Releases
- ▶ Make follow-up calls



Media Outlets - *Press Releases*

- ▶ Use the right format!
- ▶ Catchy headline
- ▶ Proof, proof, proof
- ▶ Send in body of email
- ▶ Send photos with it
- ▶ Make follow up calls
- ▶ No .BCC
- ▶ No mass distribution list





FOR IMMEDIATE RELEASE
October 2, 2017

Media
Outlets

Press
Releases

Contact: Cathy Stovold
Telephone: (705) 791-4677
Email: cathystovold@rogers.com

ACAPPELLA EXTRAVAGANZA
Championship singing groups to perform in GTA

[Toronto, Ontario] – Acappella medalist groups from Lake Ontario Region 16 of Sweet Adelines International will be holding an evening of stellar singing featuring some of the best groups from Buffalo, Kingston and Toronto. This Acappella Extravaganza dinner show will be held on Saturday, November 4th, 2017, 7:00 pm, in the at Sheraton Parkway Toronto North, 600 Hwy 7, Richmond Hill in the Grand York Ballroom.

This Show-of-Shows includes songs performed in beautiful four-part barbershop harmony. Deke Sharon, of Pitch Perfect fame and considered the Godfather of modern acappella music, is quoted as saying, "Barbershop is the black belt of acappella." The vocal extravaganza will include these Northeast acappella medalist ensembles:

- *North Metro Chorus* – 4-time International champions
- *Spritzer* quartet – 6th place International medalists
- *Test Drive* quartet – *Ontario District Barbershop Harmony Society* past champions
- *Power Chords* quartet – 2016 & 2017 Regional champions
- *Limestone City Voices* chorus – Regional Division A champs

The performance is open to the public. Dinner will be served at 7 pm with the Acappella Extravaganza immediately following. Tickets are \$60. Contact Cathy Stovold at (705) 791-4677 or cathystovold@rogers.com for tickets or information.

Sweet Adelines International is a worldwide women's singing organization committed to advancing the musical art form of barbershop harmony through opportunities in education, performance, and competition. Sweet Adelines International is one of the world's largest singing organizations for women, with membership of almost 23,000 and choruses and quartets across the globe.

###

Internet Event Calendars

- ▶ Free!
- ▶ SEO
- ▶ Agree in advance with your team on a short, interesting informational blurb
- ▶ Record the Login & PW info for use next time
- ▶ Share the posting duties



Chorus Website



- ▶ The potential member's first impression of the 'face' of the chorus.
- ▶ All aspects of the initial Home page should be designed with the *target member in mind*.
- ▶ Pertinent information should be within the eye line (visitors to the site should not need to scroll to find it)
- ▶ Core Values and/or Vision accessible (not necessarily on home page)
- ▶ Easy-to-see Contact and Rehearsal information (and always updated)
- ▶ Links to your chorus Social Media accounts on all pages
- ▶ Chorus Logo
- ▶ Include testimonials from members!

Chorus Logo

- ▶ Catchy
- ▶ Representative of what you do
- ▶ Colorful or otherwise striking
- ▶ Not too complicated
- ▶ Recognition
- ▶ Ask a Graphic Design student for assistance



Collaborations / Partnerships - *Why?*

- ▶ Community exposure and support
- ▶ Better understanding of what we do
- ▶ Source for prospective members
- ▶ Performance opportunities
- ▶ We learn from them!
- ▶ Makes us feel good!



Collaborations / Partnerships - *Who?*

- ▶ Choral consortiums
- ▶ Local Men's Choruses
- ▶ Children's Choirs
- ▶ Instrumental Groups
- ▶ Charitable organizations
- ▶ Fraternal organization/service club music festivals and events (e.g. Kiwanis)
- ▶ Others?



Leveraging College/University Programs

Get free marketing help (branding, how to better promote, etc.)

- ▶ Colleges/university Marketing Programs/Courses
- ▶ Volunteer Student Marketing Consultants
- ▶ Involve the chorus
- ▶ FREE!

Public Performances

- ▶ Goal: Entertain and make potential members in audience say “I want to do that.”
- ▶ Solicit performances in places, for events and groups that are likely to have prospective members.
- ▶ Staples for public performances: Business Cards, Chorus Banner, Membership Brochures and/or mini-flyers
- ▶ Maintain high performance standards: Vocal skills, costumes, stage presence.
- ▶ Time Open Houses to correspond with shows/larger performances. Examples:
 - ▶ 6 rehearsals and then sing on the show!
 - ▶ Holiday Chorus: 3 rehearsals followed by 3 performances; guest can use sheet music
- ▶ Have ‘member ambassadors’ mingle with the audience and chat with potentials.



**No matter where or how you perform,
make sure it's quality, fun and personable!!**

Your Membership Story

- ▶ What is your Sweet Adelines Origin Story
 - ▶ How did you find Sweet Adelines?
 - ▶ What attracted you to the organization?
 - ▶ Why do you stay?
- ▶ The overwhelming majority of current Sweet Adeline members came to the organization because of a member!

Word of Mouth



- ▶ Happy members are your best ambassadors
- ▶ Make sure each member is equipped with business cards, brochures, mini-flyers, or the most current marketing tool for your chorus.
- ▶ Take time to educate members on the “Elevator Pitch”
- ▶ Use member quotes in publicity and marketing media.
- ▶ Recognize members for bringing in potential new members.
- ▶ Discuss successes and every rehearsal; i.e. Who did you talk to this week?

Word of Mouth - The Opening

- ▶ Opening statements aren't meant to close a sale - They're meant to get attention and engage someone.
- ▶ Make a great first impression:
 - ▶ Smile
 - ▶ Connect - Find commonality, ask them about themselves
- ▶ Be prepared and confident

Word of Mouth - The Pitch

- ▶ Be prepared and confident
- ▶ Brief, but meaningful and sincere.
- ▶ Don't use insider jargon or fancy words.
- ▶ Plan ahead for handling objections



Word of Mouth - The Pitch



Word of Mouth - Clinching the Sale

- ▶ Get her contact information!!!
- ▶ Ask to add her to our event distribution list.



Sales Culture - The Prospect List

- ▶ Keep one! Fans and prospect email addresses are our golden egg!
- ▶ Assign a Baritone-type person to maintain it. Add prospects on a regular basis - Add everyone any chorus member meets.
- ▶ Use it regularly - Shows/concerts, Open Houses/Guest Nights, 'Now Auditioning' messages, Holiday Chorus, Dress Rehearsals, etc.
- ▶ Assign someone to follow-up with the people who click that they are "Interested" or "Going" to your Facebook event.
- ▶ Store the prospect list on your chorus Cloud archive or members-only website section so it never gets lost.
- ▶ And keep track of where they heard about us!

Sales Culture - Electronic Invitations

- ▶ More professional looking than a regular email message
- ▶ Convenient
- ▶ Easy to track RSVPs
- ▶ Easy to import your Prospect List
- ▶ Pinng.com is an eVite alternative with which you can use your own flyer.

Word of Mouth - Business Cards

- ▶ It only takes a nickel more to go first class (color, shape, stock)
- ▶ Short - No need for words “Phone”, “Website/www”, “Email.” They know what it is by looking at it.
- ▶ Easy-to-read font type and size
- ▶ Consider using front *and* back (so front is cleaner)
- ▶ Every member must have a supply in her purse at all times.
- ▶ Write you own name and number on the back.

Word of Mouth - Business Cards



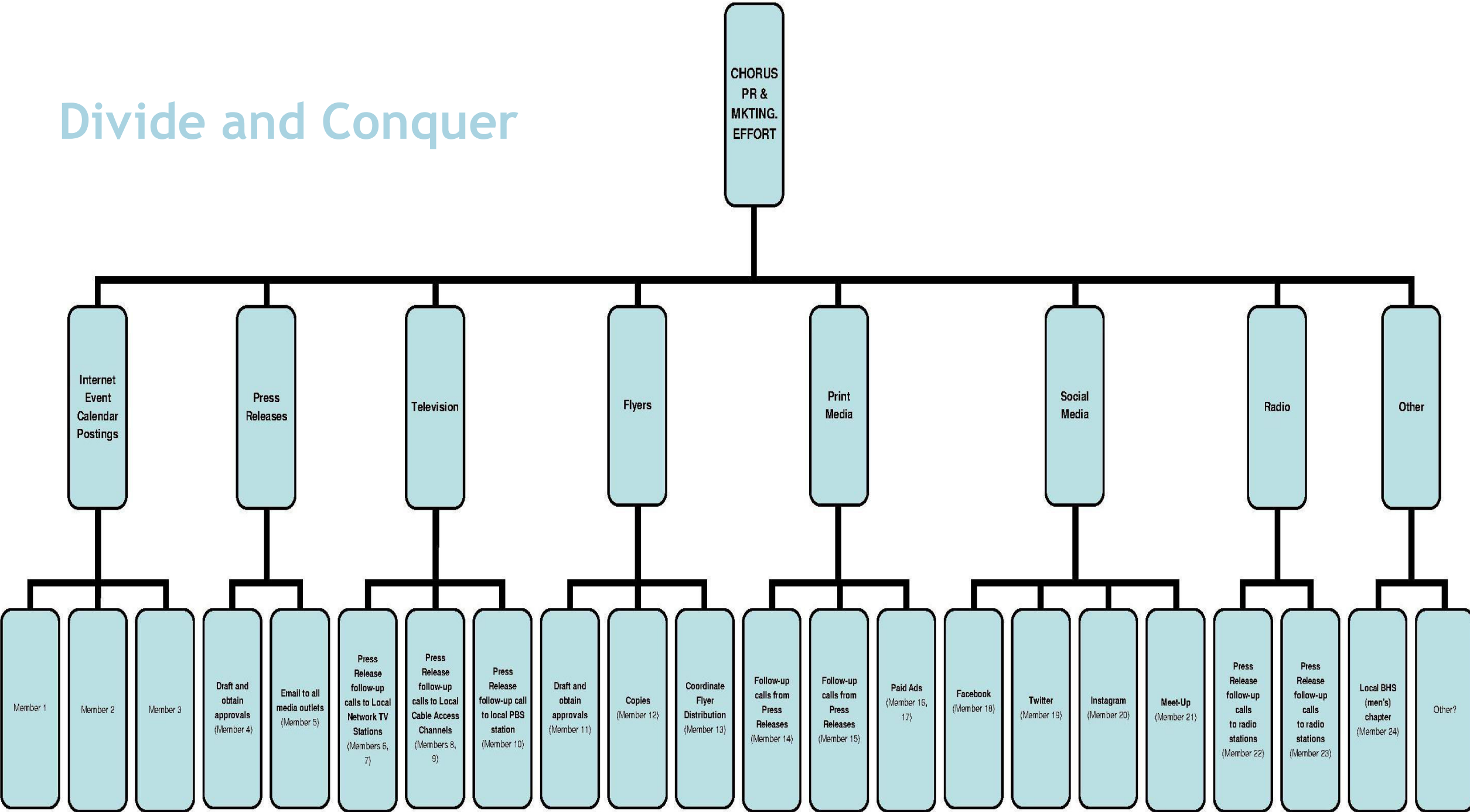
Why they come

- ▶ “People don’t buy *what* you do, they buy *why* you do it.” (Simon Sinek (author, motivational speaker & marketing consultant.)
 - ▶ What we do challenges us
 - ▶ Self-development (become a better singer, performer, musician)
 - ▶ Camaraderie
 - ▶ Perform in the community
 - ▶ Do something for ourselves
 - ▶ Changes lives via our ministry of music
- ▶ “The goal is to (find) people who *believe* what you believe.” (Simon Sinek)

Divide and Conquer - YOUR Marketing Team



Divide and Conquer



Choruses who are successful at membership:

- ▶ Have a well-defined mission/vision, with goals and culture aligned.
- ▶ Have a strong, well-informed membership team, focused on recruitment and retention.
- ▶ Leverage their whole chorus to help with membership growth
- ▶ Devote time to training and motivating their members to help ‘sell’/ approach prospective members.
- ▶ Hold all-hands marketing progress meetings so everyone understands the plan
- ▶ Have a director that is dedicated to growing membership and connecting with everyone on the risers
- ▶ Have a global view of membership and connection to the larger organization
- ▶ Have a structured plan for new members, that spans from their first visit through a specified period of time.
- ▶ Have flexible options to meet the needs of different members.
- ▶ They sing well.

Divide and Conquer

- ▶ Sweet Adelines Marketing Tools:
<https://sweetadelines.com/marketingcenter/traininglibrary/>
- ▶ Chapter Support
 - ▶ Membership Retention Committee: Sharon Carlson, Chair
 - ▶ “Growing Together” Sweet Adelines Membership Growth Facebook page
<https://www.facebook.com/groups/457139167998578/>
 - ▶ Regional Support: Regional Leadership Committee: Cammi MacKinlay, Chair
- ▶ Real Guide to Membership Growth:
<https://sweetadelines.com/ImgUL/files/RealGuideFINALBookmarked.pdf>
- ▶ Membership Ambassador Handbook:
https://sweetadelines.com/filesSite/Ambassador%20Handbook_Final.pdf
- ▶ Recruitment Brochure:
https://sweetadelines.com/filesSite/MembershipBrochure_RV_FINAL_HR.pdf

Next Steps

1. Could you volunteer for at least one of the aspects of today's presentation?
2. Can you see opportunities in your chorus for modifying or expanding how you currently market yourselves to potential members?
3. How can you update your marketing to be more widespread or to target specific groups?
4. What are your "next steps" to effectively market your chorus to potential new members? Go back and have a discussion how to begin.

Thank you and Good Luck!

